

MARKETING MIX FACTORS AND BRAND EQUITY AFFECTING CONSUMERS' ONLINE FACIAL COSMETICS PURCHASING DECISION IN BEIJING, CHINA

Qian LIU¹, Phattharuethai KENIKASAHHMANWORAKHUN¹ and Ananchai KONGCHAN¹

¹ Faculty of Business Administration, Thongsook College, Bangkok, Thailand;
qian.thongsookcollege@gmail.com (Q. L.); oil.phd@gmail.com (P. K.);
ananchai.k@chula.ac.th (A. K.)

ARTICLE HISTORY

Received: 29 September 2023 **Revised:** 11 October 2023 **Published:** 27 October 2023

ABSTRACT

This research aims to study the personal factors, marketing mix, and brand equity that affect purchasing decisions for online facial skincare products among consumers in Beijing, China. The study consists of 260 consumers who have purchased such products online in Beijing, China. Data was collected through a questionnaire using convenient sampling methods. Data analysis included the use of frequency, percentages, mean, standard deviation, t-test, F-test, and multiple regression analysis. The results revealed that among consumers in Beijing, China, differences in gender and income had varying effects on purchasing decisions for online facial skincare products, with statistical significance at the 0.05 level. The marketing mix, including factors like price and promotion, had a significant effect on purchasing decisions for online facial skincare products. These effects were statistically significant at the 0.05 level, with a predictive power of 21.1 percent. Additionally, brand equity, encompassing elements such as brand awareness, brand associations, brand perceived quality, and brand loyalty, significantly effect on purchasing decisions for online facial skincare products. These effects were also statistically significant at the 0.05 level, with a predictive power of 37.0 percent.

Keywords: Marketing Mix, Brand Equity, Purchasing Decision, Facial Cosmetics

CITATION INFORMATION: Liu, Q., Kenikasahmanworakhun, P. & Kongchan, A. (2023). Marketing Mix Factors and Brand Equity Affecting Consumers' Online Facial Cosmetics Purchasing Decision in Beijing, China. *Procedia of Multidisciplinary Research*, 1(10), 62.

Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



Copyright: © 2023 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).